CLAIMS

It is claimed:

1.   A host system communicatively linked to one or more remote computers used by shoppers, the host system comprising:

a shopper database configured to store shopper information;

a merchandise database configured to store information associated with merchandise for sale to the shoppers;

a shopper data collector configured to collect and analyze data associated with communication received from the remote computers, the shopper data collector being further configured to send collected information associated with each of the shoppers using the remote computers to the shopper database for storage;

a presentation formulator configured to formulate one or more tailored store screens including one or more uniquely customized selection screens for each of the shoppers to be displayed on the remote computers being used by the shoppers when in current communications with the host system, the presentation formulator being configured to formulate the tailored store screens at least in part based on the information stored in the merchandise database, at least based on the unique information associated with each of the shoppers contained in the shopper database as collected by the shopper data collector during one or more previous communications with the remote computers used by the shoppers and at least in part based on the unique information associated with each of the shoppers as collected by the shopper data collector from the current communications with the remote computers used by the shoppers; and

a web server configured to communicate with the remote computers and to send the tailored store screens to the remote computer used by the shoppers.

2.   The host system of claim 1 wherein the tailored store screens formulated by the presentation formulator contain a direct response advertisement area containing information on merchandise in categories directly related to shopper requests found in the current communications and an impulse advertisement area containing information on merchandise in

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categories other than those directly related to the shopper requests found in the current communications.

3.   The host system of claim 1 wherein the shopper information stored on the shopper database is concerning an individual shopper or a group of shoppers.

4.   The host system of claim 1 wherein the shopper information stored on the shopper database includes more than one universal resource locator for an individual shopper.

5.   The host system of claim 1 wherein the shopper information stored on the shopper database includes information on past purchases in communication previous to the current communication by at least one of the shoppers.

6.   The host system of claim 1 wherein the presentation formulator formulates the tailored store screens by designating patterns, colors, icons, symbols, pictures, shapes, and layout and positioning of such used in the tailored store screens.

7.   The host system of claim 1 wherein the tailored store screens formulated by the presentation formulator include customized selection screens for merchandise.

8.   The host system of claim 1, further comprising a services database configured to store information associated with services for sale to the shoppers.

9.   The host system of claim 1, further comprising a store database configured to store information associated with electronic commerce stores, the electronic commerce stores being distinguished by domain names, and wherein the presentation formulator is further configured to formulate the tailored store screens at least in part based on the store information stored in the store database.

10. The host system of claim 1 wherein the shopper information stored on the shopper database includes hidden data available on the remote computers without direct input by the shoppers.

11. The host system of claim 1 wherein the shopper information stored on the shopper database includes information on past purchases in communication previous to the current communication by at least one of the shoppers, hidden data provided by a cookie on the remote computers without direct input by the shoppers, and more than one universal resource locator for an individual shopper, the more than one universal resource locator used by the individual shopper to access the host system with one of the remote computers.

12. A host system communicatively linked to one or more remote computers used by shoppers, the host system comprising:

a shopper database configured to store shopper information;

a merchandise database configured to store information associated with merchandise for sale to the shoppers;

a shopper data collector configured to collect and analyze data associated with communication received from the remote computers, the shopper data collector being further configured to send collected information associated with each of the shoppers using the remote computers to the shopper database for storage;

a presentation formulator configured to formulate one or more tailored store screens by excluding selected information in the merchandise database from being displayed in the tailored store screens, the one or more tailored store screens including one or more uniquely customized selection screens for each of the shoppers to be displayed on the remote computers being used by the shoppers when in current communications with the host system, the presentation formulator being configured to formulate the tailored store screens at least in part based on the information stored in the merchandise database, at least in part based on the unique information associated with each of the shoppers contained in the shopper database as collected by the shopper data collector during one or more previous communications with the remote

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computers used by the shoppers and at least in part based on the unique information associated with each of the shoppers as collected by the shopper data collector from the current communications with the remote computers used by the shoppers; and

a web server configured to communicate with the remote computers and to send the tailored store screens to the remote computer used by the shoppers.

13.   The host system of claim 12 wherein the shopper information stored on the shopper database includes information on past purchases by at least one of the shoppers in a communication previous to the current communication.

14.   The host system of claim 12 wherein the shopper information stored on the shopper database includes hidden data provided by a cookie on the remote computers without direct input by the shoppers.

15.   The host system of claim 12 wherein the shopper information stored on the shopper database includes more than one universal resource locator for an individual shopper, the more than one universal resource locator used by the individual shopper to access the host system with one of the remote computers.

16.   The host system of claim 12 wherein the shopper information stored on the shopper database includes information on past purchases in communication previous to the current communication by at least one of the shoppers, hidden data provided by a cookie on the remote computers without direct input by the shoppers, and more than one universal resource locator for an individual shopper, the more than one universal resource locator used by the individual shopper to access the host system with one of the remote computers.

17.   A host system communicatively linked to one or more remote computers used by shoppers, the host system comprising:

a merchandise database configured to store information associated with merchandise for sale to the shoppers;

a shopper data collector configured to collect and analyze data associated with communication from the remote computers including hidden data that is hidden from the shoppers and more than one network address sent from one of the remote computers by one of the shoppers to the host system;

a presentation formulator configured to formulate one or more tailored store screens including one or more uniquely customized selection screens for each of the shoppers to be displayed on the remote computers being used by the shoppers when in current communications with the host system, the presentation formulator being configured to formulate the tailored store screens at least in part based on the information stored in the merchandise database, at least in part based on the unique information associated with each of the shoppers contained in data from the first remote computer including hidden data that is hidden from the shoppers and more than one network address sent from one of the remote computers by one of the shoppers to the host system as collected by the shopper data collector; and

a web server configured to communicate with the remote computers and to send the tailored store screens to the remote computers used by the shoppers.

18. The host system of claim 17 wherein the hidden data collected and analyzed by the shopper data collector regards searches previous to the current communication, merchandise purchased previous to the current communication, header fields of HyperText Transport Protocol (HTTP), and more than one network address for at least one individual shopper.

19. The host system of claim 18 wherein areas of the tailored store screens are formulated by the presentation formulator to display information on merchandise in cross-categories to categories of merchandise associated with search requests by the shoppers.

20. A remote computer communicatively linked to a host system, the remote computer used by a shopper, the remote computer comprising:

a storage device configured to store processes and data; and

a cookie configured to manage storage on to the storage device of cookie data related to purchases by the shopper during a first communication between the remote computer and the host system, the cookie data configured to be used by the host computer for tailoring of store screens to be received by the remote computer.

21. A computer-readable medium for storing computer-readable instructions, the instructions written to program a computer to perform a method, the method comprising:

collecting from a shopper's remote computer first data either being hidden data that is hidden from the shopper or data related to a purchase by the shopper during a past shopping communication between the shopper's remote computer and a host computer communicatively linked to the shopper's remote computer;

storing the first data;

collecting a second data from the shopper's remote computer during a current shopping communication between the shopper's remote computer and the host computer;

retrieving the first data from storage based at least in part upon the second data;

formulating tailored store screens based at least in part on the first and second data; and

sending the tailored store screens to the shopper's remote computer for display.

22. A tailored store screen generated by a host computer and displayed on a shopper's remote computer, the tailored store screen comprising:

one or more impulse buying areas having a look and feel configured to encourage the shopper toward impulsive buying habits; and

one or more direct response areas having a particular look and feel, the direct response areas configured to provide information in direct response to queries by the shopper, the look and feel of the impulse buying areas and the look and feel of the direct response areas

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formulated based at least in part upon more than one uniform resource locator sent by the shopper's remote computer or based at least in part upon hidden data contained in or generated by the shopper's remote computer.

23. A method of formulating a customized selection screen, the method comprising:

receiving a first uniform resource locator (URL) from a remote computer;

collecting first hidden data from the remote computer based at least in part upon the first URL;

displaying a first web page based at least in part on the first URL and the first hidden data, the first web page containing a first set of URLs;

selecting a second URL being one of the first set of URLs;

collecting second hidden data from the remote computer based at least in part upon the second URL; and

displaying a second web page based at least in part on the second URL and the second hidden data.

24. A host system communicatively linked to one or more remote computers used by shoppers, the host system comprising:

a store database configured to contain information associated with merchandise for sale to the shoppers;

a shopper data collector configured to collect and analyze data associated with communication with the remote computers including hidden data or more than one URL address sent from one of the remote computers;

a presentation formulator configured to formulate one or more tailored store screens including one or more uniquely customized selection screens for each of the shoppers to be displayed on the remote computers being used by the shoppers when in current communication with the host system, the presentation formulator being configured to formulate the tailored store screens at least in part based on the information associated with the first

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shopper contained in data from the first remote computer including hidden data or more than one URL address as collected by the shopper data collector; and

a web server configured to communicate with the remote computers and to send the tailored store screens to the remote computer used by the shoppers.

25.   A host system communicatively linked to one or more remote computers used by shoppers, the host system comprising:

a shopper database configured to store shopper information;

a services database configured to store information associated with services for sale to the shoppers;

a shopper data collector configured to collect and analyze data associated with communication received from the remote computers, the shopper data collector being further configured to send collected information associated with each of the shoppers using the remote computers to the shopper database for storage;

a presentation formulator configured to formulate one or more tailored store screens including one or more uniquely customized selection screens for each of the shoppers to be displayed on the remote computers being used by the shoppers when in current communications with the host system, the presentation formulator being configured to formulate the tailored store screens at least in part based on the information stored in the services database, at least in part based on the unique information associated with each of the shoppers contained in the shopper database as collected by the shopper data collector during one or more previous communications with the remote computers used by the shoppers and at least in part based on the unique information associated with each of the shoppers as collected by the shopper data collector from the current communications with the remote computers used by the shoppers; and

a web server configured to communicate with the remote computers and to send the tailored store screens to the remote computer used by the shoppers.

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26. Over a communication network, a method for providing a customized selection of merchandise to a shopper after the shopper has requested a listing of merchandise, the method comprising:

selecting the customized selection of merchandise based on past merchandise requests of the shopper, past purchases of merchandise by the shopper and other discriminating data of the shopper;

formatting the customized selection of merchandise for display to the shopper; and

displaying the customized selection of merchandise to the shopper.

27. A method for presenting a customized merchandise selection screen to a shopper, the method comprising:

accepting from the shopper a request for a selection of merchandise;

retrieving stored information about a prior request from the shopper;

retrieving stored information about a prior purchase of merchandise related to the prior request from the user;

retrieving present information about the user;

determining, using the stored information and the present information, a customized selection of merchandise;

formatting the customized selection of merchandise; and

transmitting the customized merchandise selection screen to the shopper for display to the shopper.

28. A method for simultaneously presenting a customized merchandise selection list and an opportunity to purchase merchandise appearing on the customized merchandise selection list, the method comprising:

accepting from the shopper a request for a selection of merchandise;

identifying the shopper;

retrieving stored information about the shopper;

retrieving present information about the shopper;

determining, using the stored and present information, a customized selection of merchandise;

formatting the customized selection of merchandise into a format viewable by the shopper; and

transmitting the list of customized merchandise selections to the shopper .

29.   A method for presenting a customized merchandise selection screen to a shopper that is using a web browser, the method comprising:

accepting from the shopper a request for a selection of merchandise, the request transmitted using hypertext transport protocol;

retrieving stored information about a prior request from the shopper;

retrieving stored information about a prior purchase of a merchandise related to the prior request from the user;

retrieving present information about the user;

determining, using the stored information and the present information, a customized selection of merchandise;

formatting the customized selection of merchandise into a format viewable by the shopper's web browser; and

transmitting the customized merchandise selection screen to the shopper for display to the shopper.